

From: [Rena Leddy](#)
To: [Ariana Gomez](#)
Cc: [Kent Smith](#)
Subject: RE: Do Art Interactive Art Installation Update
Date: Friday, July 24, 2015 12:18:07 PM

Two thoughts. I thought we said November/December was our deadline.
Also, what happened to Broadway as the location?

From: Ariana Gomez
Sent: Friday, July 24, 2015 11:46 AM
To: Rena Leddy <rena@fashiondistrict.org>
Cc: Kent Smith <kent@fashiondistrict.org>
Subject: Do Art Interactive Art Installation Update

Hello,

I spoke to Carmen on Tuesday and she mentioned she had talked to Steve Hirsh and that he was interested in possibly partnering with the BID on the project. She said if Steve can add another \$5k to the budget it would make what we want a lot more feasible. I emailed Steve and I'm trying to set up a meeting to discuss. Our goal date is end of August/beginning of September (honestly, not sure if we will meet this deadline). In the meantime, we need to figure out exactly where we will want the art to "live" and the dimensions of the area. Carmen also suggested that we look into having a hotel sponsor the artists' stay since that would significantly cut down on costs and stretch our \$5k a little further.

Is the Farmer's Market still our first choice? Should we discuss a backup location?

I get the impression that all of this needs to happen in the next couple of weeks in order for the Russians to have enough time to complete it before they leave LA.

Let's get together and discuss.

Ariana
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